Market leaders also dominate in recall of ads

AdWatch survey of advertising awareness Top 10 for 1987

Each month, 1,000 people were asked: Of all the advertising you have seen, heard or read in the past 30 days, which advertisement first comes to mind? Below are the top 10 advertisers in cumulative first-mention responses for the year. Source: SRI Research Center, Lincoln, Neb.

Rank	Advertiser	Agency
1	Coca-Cola	McCann-Erickson
2	Pepsi-Cola	BBDO Worldwide
3	McDonald's	Leo Burnett USA
4	California raisins	Foote, Cone & Belding
5	Budweiser/Bud Light	D'Arcy Masius Benton & Bowles/DDB Needham
6	Miller/Miller Lite	J. Walter Thompson USA/Backer Spielvogel Bates
7	Ford	J. Walter Thompson USA
8	Chevrolet	Lintas:Campbell-Ewald
9	Chrysler	Bozell, Jacobs, Kenyon & Eckhardt
10	Bartles & Jaymes	Hal Riney & Partners

By SCOTT HUME

Leadership, it appears, has its privileges, too.

The 10 advertisers with the highest cumulative unaided recall for their advertising in 1987 also were the market-share leaders in their product categories.

One possible exception was E&J Gallo Winery's Bartles & Jaymes wine cooler. It lost its No. 1 ranking in 1987 to Jos. A. Seagram & Sons' Seagram's wine cooler and, interestingly, saw its share of unaided first mentions decline, too.

Bartles & Jaymes also has become the exception to another interesting similarity among the 10 best-recalled advertisers of last year: None changed their ad agencies during the year or significantly changed their advertising messages.

With Hal Riney & Partners' resignation of the Gallo account, B&J may get a new agency and a new look for its advertising.

Calling the California Raisin Advisory Board the leading marketer in its category may be fudging a bit since it represents more than one commercial brand. But the leading brands *are* from California.

By capturing the No. 4 spot among the year's best-recalled advertisers, the dancing raisins also struck a blow for creativity over media weight.

Two big ad spenders, the top soft-drink marketers, did finish in first and second place for the year.

Coca-Cola Co., which (in its Coca-Cola Classic formulation) finished 1987 with a 19.8% market share, according to *Beverage Digest*, was the year's best-recalled advertiser.

Close behind in both unaided recall and market share (18.8%) was Pepsi-Cola Co.'s Pepsi.

Holding the No. 3 spot in advertising recall was McDonald's Corp., the perennial leader in fast-food sales with an approximately 20% share of that market.

Budweiser, the top-selling beer, ranked (in tandem with Bud Light, the seventh-ranked beer) as the best-recalled beer advertising. The No. 6-ranked advertiser, behind the two Anheuser-Busch brands, were Miller Brewing Co.'s brands Miller Lite (the second-best-selling brand) and Miller High Life (the third-ranking seller).

Next up among the best-recalled advertisers are the top three automakers. No. 2 carmaker Ford Motor Co.'s advertising had better cumulative recall than did General Motors Corp.'s. But GM still outsells Ford on dealers' lots.

The ninth-best-recalled advertiser is the third-best-selling automaker, Chrysler Corp.

And hanging on to the last slot among the 10 best-recalled advertisers for the year are those lovable porch-sitters Frank Bartles and Ed Jaymes.

AdWatch is a joint project of ADVERTISING AGE and SRI Research Center, Lincoln, Neb. Advertising awareness is measured by asking a nationally projectable sample to name the advertising that first comes to mind from all seen, heard or read in the previous 30 days.#

For more information or data, contact SRI Research Center, 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

CORRECTIONS & CLARIFICATIONS

- The free air miles given away in First Brands' joint promotion with Trans World Airways are promotional miles and are neither associated with TWA's frequent-flier program nor any other TWA flier program as reported (AA, Jan. 18, P. 8).
- An article about the New York City newspaper market incorrectly stated that the *New York Daily News* "is expected to lose from $10 million to $12 million this year on revenue of about $450 million." The reference should have been to 1987 (AA, Jan. 25, P. S-8). In 1988, Publisher James Hoge stated, the *News* "expects to be profitable."
- *Lear's* will carry ads from Christian Dior cosmetics, not frangrances, and Princess Marcella Borghese will not run ads in the first issue of the magazine, as was reported (AA, Jan. 18, P. 4).#

Do you really know who you're selling to?

Get closer to your best customers with May & Speh Direct.

Wouldn't it be great to get acquainted with everyone who buys your brand--name by name, product by product? It may not be easy to implement. But in this "specialty market" era, it's certainly worth it. Especially when you have the marketing support of May & Speh Direct.

Working closely with you, we'll develop a complete, confidential data base system that captures customer information from co-op and solo mailings, telemarketing, mail-in offers and the like. Then we'll enrich it with individual purchasing histories, demographic and census information. And show you how to analyze, segment and refine this valuable data. Enabling you to create profiles identifying your best customers.

So you can instantly access individual buyer information to support your media strategies. Cross-sell products within a line to your best buyers. Obtain detailed geographic data to enhance your sampling efforts. And much more.

We'll also show you other ways to utilize our comprehensive new facility, staffed by over 200 specialists with decades of computing and marketing expertise. For details, call our Marketing Department at 312/964-1501. And get closer to your best customers.

Helping smart marketers market smarter.

May & Speh DIRECT

Direct Marketing Information Services, A Division of May & Speh, Inc.

1501 Opus Place
Downers Grove, Illinois 60515-5713

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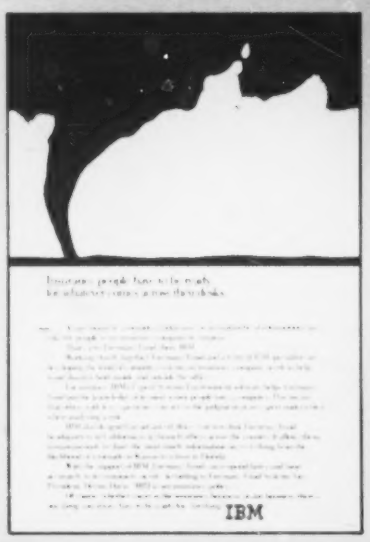
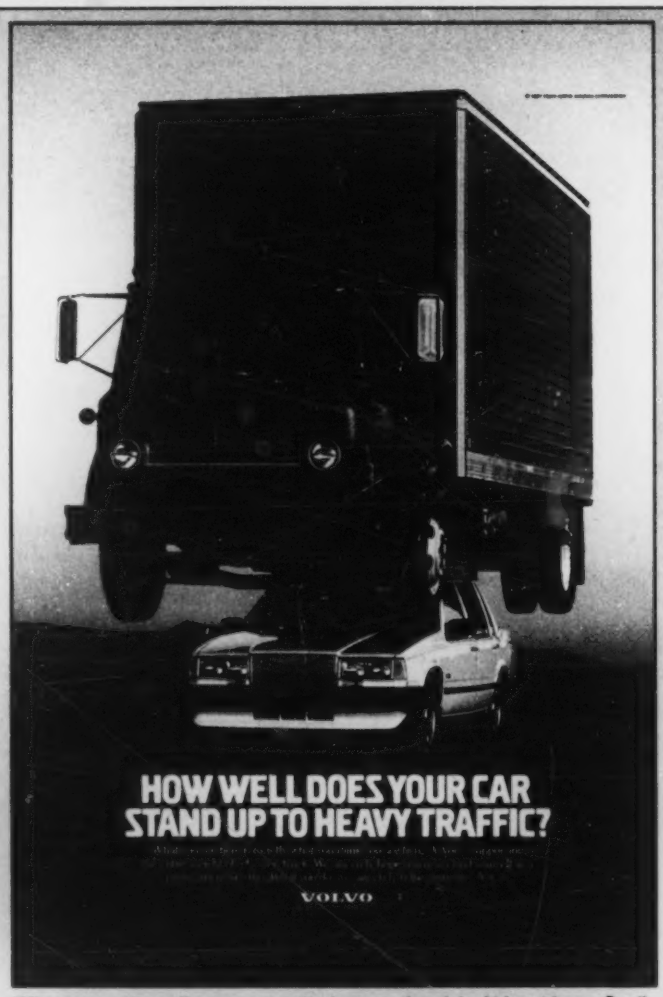
BEST OF PRESS

Lighten
Santa's Load*
Crouch & Fitzgerald
GIFT
CERTIFICATE
This Certificate
With the compliments of
Date
Authorized Signature
Crouch & Fitzgerald gift certificates. Fine luggage, handbags, desk sets, and leather goods
since 1849. An authorized Louis Vuitton agency. 400 Madison Ave. at 48th St.
New York, NY 10017. (212) 755-5858. Open 9-6 Mon.-Wed.-Sat. Starting Dec. 1 open 9-7 Mon.-Thurs.
and 9-6 Sat. Major credit cards accepted. Mail and phone orders filled promptly.
*Crouch & Fitzgerald gift certificates, the perfect corporate gift.

David Deutsch Associates, New York, has made a gift certificate appealing by making it simple. In a special appeal to corporate gift givers, the agency could have packed the ad with selections from Crouch & Fitzgerald's finest, but at Christmas that just adds to clutter. Creative director: Donny Deutsch; art director: Rocco Campanelli; copywriters: Rocco Campanelli, Tony Gomes.



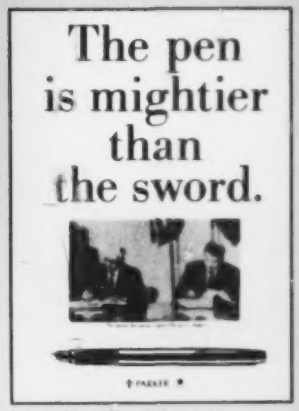
Lord, Geller, Federico, Einstein, New York, shows that maybe the best way to sell IBM computers to businesses is by not showing modules and keyboards. Let 'em look at a real disaster and tell them how IBM helps, in this case, an insurance company deal with it. Creative director: Barry Hoffman; assistant creative directors: Tony Remeo, Ira Silver; art director: Nancy Bink; copywriter: Rhonda Ann Peck; photography: E.R. Degginger/Earth Scenes.



When you gotta sell cars, you gotta have a gimmick. At least here, Scali, McCabe, Sloves, New York, is playing up Volvo's safety features and that's not a dumb gimmick. Besides, preposterous as it might look, how many U.S. carmakers would be willing to try the same thing? Creative director: Sam Scali; art director: Earl Cavanah; copywriter: Larry Cadman; photographer: Henry Sandbank.

Best of Press selections are made by a committee of three: Hank Simons, VP-creative director, Newspaper Advertising Bureau, New York; James Dunaway, VP-information, Newspaper Advertising Bureau; and Patrick Reilly, Advertising Age newspaper industry reporter. National System Inc., St. Louis, provides tearsheets to the Newspaper Advertising Bureau for much of this work. Agencies, clients and newspapers are invited to submit ads for review. Submissions should be sent to Mr. Reilly in AA's New York bureau.

Part of a series from *Reader's Digest*, editors at the world's favorite condenser are daring you to read the ad, so the reader does—or at least part of it. The magazine is sure the topic has broad appeal, so who needs art? Let the words do the talking. It gives the reader a taste of what's inside. A collaborative effort between Gregory & Clyburne, Stamford, Conn., and *Reader's Digest's* editorial department.



It can be difficult to make real-life (much less historic) events work for an advertiser. But Lowe Howard-Spink & Bell, London, has done it well here by not belittling the event for the sake of the product. If any thing, the headline is a message worth remembering. Art director: Ken Hoggins; copywriter: Chris O'Shea.

Newspapers ride Hollywood's boom

NEW YORK—Box office sales boomed to a record $4.25 billion for Hollywood movie makers last year, and the bounty spilled over into newspaper ad coffers.

In November, in the newspapers measured for the ADVERTISING AGE Flash Report, the amusements advertising category posted an $8.4 million gain over November 1986. That was the biggest year-to-year dollar gain of any of the 16 categories tracked for the November report by Media Records here.

With strong increases also reported in newspaper advertising for new cars, general merchandise stores and food stores, the 16-category spending total for November climbed a solid 8.5% to $433.4 million. Ten of the 16 categories, including the department stores segment, finished ahead of November 1986 spending levels.

Newspaper ad spending for amusements, after an up-and-down first half, has been surging far ahead of year-ago levels since the summer. November's $8.4 million advance over last year followed an equally strong October, when spending was $8.1 million ahead of 1986 levels.

November's overall 8.5% gain was a welcome rebound from an otherwise disappointing October, when, despite strong amusement category spending, the 16-category total bettered October 1986 by only 2%.

A key to November was revived spending in the new-car category, up $6.9 million from the 1986 period after weak year-to-year gains in October. New-car advertising ran solidly ahead of 1986 through most of last year.

Department stores, wallowing far behind 1986 spending levels, also showed some strength as they mounted their holiday ad blitzes. Spending in the category, the largest measured for the Flash Report, was up $3.5 million over November 1986.

Among decliners, cigarette advertising, off $299,000 in November, once again slipped behind 1986 levels after two months of gains.#

FLASH REPORT: Newspaper advertising investment for November

November 1987	IN 100 THOUSANDS / IN MILLIONS	DOLLARS		CHANGE	
CATEGORIES	YEAR	1987	1986	ACTUAL $ G OR L	% G OR L
Amusements	1987	$42,048,180	$33,645,866	+ 8,402,314	+ 25.0
	1986				
Computer stores & supplies	1987	9,187,618	6,786,606	+ 2,401,012	+ 35.4
	1986				
Department stores	1987	139,829,891	136,371,639	+ 3,458,252	+ 2.5
	1986				
Food stores	1987	39,191,204	34,017,026	+ 5,174,178	+ 15.2
	1986				
Radio, TV, phonographs, records	1987	27,362,167	29,296,842	- 1,934,675	- 6.6
	1986				
General merchandise stores	1987	81,913,721	76,468,849	+ 5,444,878	+ 7.1
	1986				
Alcoholic beverages	1987	3,009,317	3,350,701	- 341,384	- 10.2
	1986				
Cameras, photo supplies & services	1987	661,393	899,919	- 238,526	- 26.5
	1986				
Computers, equipment & services	1987	2,445,450	4,197,820	- 1,752,370	- 41.7
	1986				
Public service utilities & communications	1987	9,707,455	7,241,800	+ 2,465,655	+ 34.0
	1986				
Publishing & media	1987	20,321,498	16,865,195	+ 3,456,303	+ 20.5
	1986				
Cigarettes	1987	3,166,582	3,465,207	- 298,625	- 8.6
	1986				
Airlines	1987	13,167,998	14,983,208	- 1,815,209	- 12.1
	1986				
Passenger cars-new	1987	27,521,961	20,636,865	+ 6,885,096	+ 33.4
	1986				
Banks & trust companies	1987	11,290,152	9,037,159	+ 2,252,993	+ 24.9
	1986				
Stock, bond & investment houses	1987	2,535,984	2,277,858	+ 257,808	+ 11.3
	1986				

This Flash Report of newspaper advertiser investments, compiled for ADVERTISING AGE by Media Records, is derived from tabulations that cover 29 dailies and 22 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Cincinnati, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington and Youngstown

Source: Media Records Inc.

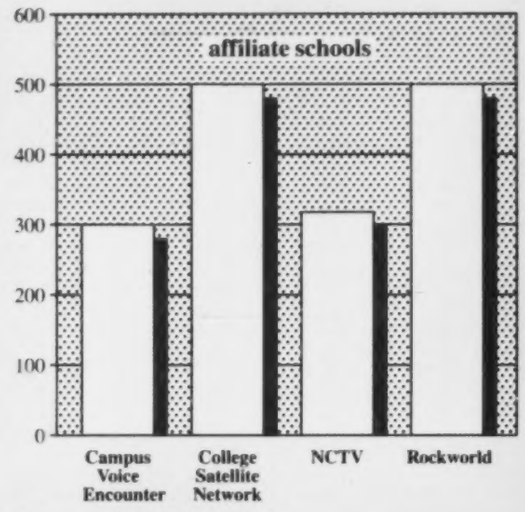
Data bank — Youth Marketing

College magazines' coverage and circulation

Magazine	Number of schools	Copies distributed
Business Week Careers	2,400	600,000
Campus USA	90	606,000
Campus Voice Magazine	415	1,200,000
Careers & The College Grad	27	22,000
Careers & The Handicapped	1,400	10,500
Careers & the MBA	18	15,000
College Entertainment Guide	1,200	1,250,000
College Musician	1,008	100,000
College Opportunity Guide	35	100,000
College Woman	1,510	650,000
Directions	26	220,000
Directory of Classes	100	1,000,000
Engineering Horizons	58	22,000
Equal Opportunity	1,400	15,000
Graduating Engineer	312	83,000
Minority Engineer	296	16,000
Moving Up	1,518	500,000
New Accountant	423	54,667
New Route	207	241,588
Newsweek On Campus	224	1,300,000
Panache	200	569,000
Plus	200	1,100,000
Student Life	600	1,200,000
Term Planner	460	1,500,000
The Black Collegian	1,200	91,450
The Collegiate Career Woman	1,400	10,500
The Computer & Electronics Graduate	311	18,000
The Woman Engineer	290	16,000
Time, Campus Edition	861	550,000
U., The National College Newspaper	218	1,400,000
University Directories	73	890,500
31 magazine average	600	504,877

Source: College Marketing Annual, Publishers' Reports

Campus-directed electronic media



Source: Advertising Age, College Marketing Annual

What college students own

65.5%	Stereos
63.4	Cassette-playing portable radios
59.7	Bicycles
55.4	Cars
51.9	Car stereos
41.3	Electric portable typewriters
40.6	Color TVs
36.1	35mm cameras
16.5	Computers
16.5	VCRs
2.4	Video cameras

Source: The College Stores Research & Educational Foundation; Student Watch '86.

College students' values

Percent surveyed wanted to:	1985	1967
Be very well off financially	70%	43%
Help others	63	69
Develop a meaningful philosophy of life	43	82
Have administrative responsibility	43	22
Keep up with political affairs	38	58
Become an expert in finance and commerce	26	13
Clean up environment	20	49

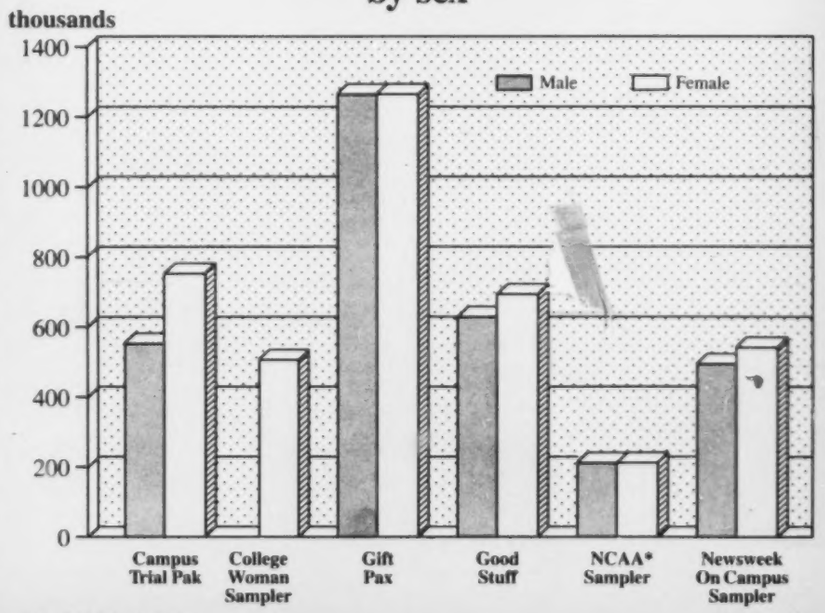
Source: American Demographic Institute, Number News, 1987

Financial services usage among college students

85.5%	Have savings accounts
61.9	Carry car insurance
55.7	Use credit cards
43.4	Carry health insurance
41.0	Have student loans
28.3	Carry life insurance
21.8	Have savings certificates
21.2	Use travelers' checks
15.0	Carry homeowner's insurance
14.4	Have car loans
13.0	Have money market accounts
6.5	Have brokerage accounts

Source: The College Stores Research & Educational Foundation, Student Watch '86

Cooperative sampling totals by sex



*National Collegiate Athletic Assn.
Source: College Marketing Annual

Newspaper Advertising Inches; November 1987 vs. November 1986 (Standard Advertising Units in the Media Records Conversion System)

	1987 Full Run	1987 Part Run	1986 Full Run	1986 Part Run
AKRON, OH				
Beacon Journal (M)	119,019	——	118,389	——
Beacon Journal (S)	94,526	——	107,233	——
Grand Total	213,545	——	225,622	——
NOTE: Beacon Journal changed from evening to morning publication effective July 13, 1987				
ALLENTOWN, PA				
Call (M)	176,905	——	180,481	——
Call (S)	128,251	——	129,727	——
Grand Total	305,156	——	310,208	——
NOTE: Part run figures not available				
ASBURY PARK, NJ				
Press (E)	202,032	31,914	203,203	24,382
Press (S)	221,765	24,153	208,387	22,658
Grand Total	423,797	56,067	411,590	47,040
ATLANTA, GA				
Constitution (M)	182,911	88,756	152,361	74,296
Journal (E)	194,349	108,111	183,374	92,198
Journal & Constitution (S)	134,414	136,517	155,334	124,519
Journal & Constitution (Sat)	45,481	——	55,041	——
Grand Total	537,155	331,384	546,110	291,013
NOTE: Constitution Morning and Journal Evening published five days a week only				
BALTIMORE, MD				
Sun (M)	169,078	19,046	161,624	13,786
Sun (E)	120,665	12,860	102,325	9,751
Sun (S)	198,931	71,844	211,455	68,903
Grand Total	488,674	103,750	475,404	92,440
BERGEN COUNTY, NJ				
Record (E)	176,700	38,471	179,124	25,162
Record (S)	222,536	80,083	209,957	59,015
Grand Total	399,239	118,554	389,081	84,177
BOSTON, MA				
Herald (M)	93,040	——	106,163	3,112
Herald (S)	34,324	73,607	32,641	59,252
Globe (M)	157,208	23,477	160,810	26,302
Globe (S)	252,016	60,728	244,134	57,410
Grand Total	536,588	157,812	543,748	146,076
BUFFALO, NY				
News (AD)	119,578	34,325	129,755	33,407
News (S)	64,863	81,065	100,966	34,867
Grand Total	184,439	115,390	230,721	68,274
CAMDEN, NJ				
Courier-Post (E)	140,274	21,436	145,316	19,299
Courier-Post (S)	104,695	35,949	84,106	28,629
Grand Total	244,969	57,385	229,422	47,928
CHARLOTTE, NC				
Observer (M)	143,049	——	149,945	——
Observer (S)	94,816	——	103,210	——
Grand Total	237,865	——	253,155	——
NOTE: Part run figures not available				
CHICAGO, IL				
*Tribune (M)	148,435	276,435	145,123	268,695
*Tribune (S)	161,792	103,443	136,957	111,159
Sun-Times (M)	151,633	94,461	143,702	99,989
Sun-Times (S)	86,548	74,359	85,643	61,632
Grand Total	548,408	548,698	511,425	561,475
NOTE: Tribune figures supplied by publisher to Media Records. 1987 figures represent advertising for 10/26/87 - 11/22/87				
CINCINNATI, OH				
Enquirer (M)	184,917	10,097	195,364	17,869
Enquirer (S)	189,590	14,720	196,537	15,547
Post (E)	98,889	26,036	110,763	33,792
Grand Total	473,396	50,853	502,664	67,208
CLEVELAND, OH				
Plain Dealer (M)	163,527	34,200	164,558	34,313
Plain Dealer (S)	151,907	19,635	157,570	18,852
Grand Total	315,434	53,835	322,128	53,165
DALLAS, TX				
News (M)	300,472	15,963	314,888	12,613
News (S)	212,656	26,805	201,103	26,640
Times-Herald (AD)	217,227	26,466	242,830	30,518
Times-Herald (S)	147,920	48,012	158,117	29,920
Grand Total	878,275	117,266	916,748	99,691
DENVER, CO				
Rocky Mt. News (M)	266,615	43,669	297,633	4,445
Rocky Mt. News (S)	99,759	39,500	136,318	584
Post (M)	170,636	64,247	207,910	19,705
Post (S)	115,013	54,478	162,383	1,843
Grand Total	652,023	201,892	804,244	26,357
DETROIT, MI				
Free Press (M)	107,880	90,094	106,076	84,899
Free Press (S)	67,734	76,402	84,693	77,109
News (AD)	189,396	89,731	158,448	62,641
News (S)	129,552	64,236	126,256	68,535
Grand Total	474,562	300,463	455,473	272,984
ESCONDIDO, CA				
Times-Advocate (E)	110,532	2,807	115,920	5,444
Times-Advocate (S)	72,559	——	62,661	——
Grand Total	183,091	2,807	178,581	5,444
FORT LAUDERDALE, FL				
News & Sun-Sentinel (S)	142,663	——	161,954	——
Sun-Sentinel (M)	275,226	——	312,892	——
Grand Total	417,889	——	474,846	——
NOTE: Part run figures not available. Morning figures include the Saturday Edition				
FORT WAYNE, IN				
Journal Gazette (M)	100,649	——	89,962	——
Journal Gazette (S)	101,321	——	105,489	——
News Sentinel (E)	102,420	——	99,118	——
Grand Total	304,390	——	294,549	——
NOTE: Part run figures not available				
GREENWICH/STAMFORD, CT				
Time (E)	82,119	13,801	82,958	2,279
Time (S)	89,326	19,831	95,901	569
Advocate (E)	114,758	22,911	112,063	22,156
Advocate (S)	89,776	18,442	90,068	7,372
Grand Total	375,979	74,985	380,990	32,376
HARTFORD, CT				
Courant (M)	169,836	48,043	170,963	41,156
Courant (S)	122,601	194,108	114,628	199,644
Grand Total	292,437	242,151	285,591	240,800
HONOLULU, HI				
Advertiser (M)	124,974	——	133,225	——
Star-Bulletin (E)	116,918	——	127,729	——
Star-Bulletin & Advertiser (S)	115,039	——	108,432	——
Grand Total	356,931	——	369,386	——
HOUSTON, TX				
Chronicle (AD)	234,686	47,770	220,883	61,861
Chronicle (S)	180,235	49,805	134,212	69,362
Post (M)	152,539	55,382	153,528	41,708
Post (S)	91,643	53,045	101,977	49,134
Grand Total	639,103	205,802	610,600	222,065
LONG BEACH, CA				
Press Telegram (M)	126,559	56,397	120,219	55,696
Press Telegram (S)	82,700	7,580	88,386	4,287
Grand Total	209,259	63,977	208,605	59,983
LONG ISLAND, NY				
Newsday (E)	103,153	149,532	135,235	130,777
Newsday (S)	104,414	186,484	124,353	173,483
Grand Total	207,567	336,016	259,588	304,260
LOS ANGELES, CA				
Times (M)	315,772	323,188	320,039	326,551
Times (S)	219,435	123,219	214,586	130,643
Herald-Examiner (M)	75,840	18,909	71,617	12,011
Herald-Examiner (S)	23,451	10,833	19,870	10,758
Grand Total	634,498	474,149	626,115	479,963
LOS ANGELES/SAN FERNANDO VALLEY, CA				
News (M)	202,963	36,877	198,900	53,778
News (S)	111,957	7,776	113,898	3,937
Grand Total	314,920	44,653	312,698	57,715
***LOS ANGELES/TORRANCE, CA**				
Breeze (E & S)	264,648	——	264,655	——
Grand Total	264,648	——	264,655	——
NOTE: Figures supplied by publisher to Media Records.				
***MEMPHIS, TN**				
Commercial Appeal (M)	152,427	116,323	156,299	137,208
Commercial Appeal (S)	126,889	29,087	137,457	16,566
Grand Total	279,316	145,410	293,756	153,774
NOTE: Figures supplied by publisher to Media Records.				
MIAMI, FL				
Herald (M)	168,691	——	186,446	——
Herald (S)	130,825	——	148,177	——
News (E)	65,239	——	65,848	——
Grand Total	364,755	——	400,471	——
NOTE: Part run figures not available				
MINNEAPOLIS, MN				
Star Tribune (AD)	136,670	48,468	123,068	28,928
Star Tribune (S)	190,681	5,647	181,690	13,035
Star Tribune (Sat)	26,532	——	30,245	——
Grand Total	353,883	54,115	335,003	41,963
***NASHVILLE, TN**				
Banner (E)	128,128	——	132,681	——
Tennessean (N)	127,227	——	133,867	——
Tennessean (S)	135,768	——	133,935	——
Grand Total	391,123	——	400,483	——
NOTE: Figures supplied by publisher to Media Records.				
NEW BRUNSWICK, NJ				
Home News (E)	195,249	1,841	183,049	5,082
Home News (S)	125,508	6,759	105,816	13,294
Grand Total	230,757	8,600	208,865	18,376
NEW YORK, NY				
Times (M)	188,956	20,892	182,862	15,384
Times (S)	252,839	189,616	266,262	184,794
News (M)	72,410	97,688	63,762	109,630
News (S)	61,761	134,169	58,133	140,017
Post (AD)	72,361	1,284	61,303	1,238
Grand Total	648,327	443,649	632,322	431,063
NEWARK, NJ				
Star Ledger (M)	223,303	6,673	223,075	6,806
Star Ledger (S)	284,038	53,820	251,778	48,298
Grand Total	507,341	60,493	474,851	55,194
OAKLAND, CA				
Tribune (M)	[illegible]	103,056	96,008	96,919
Tribune (S)	5[illegible]	77,863	49,794	66,744
Grand Total	14[illegible]	180,919	145,802	163,663
OCEANSIDE, CA SAN DIEGO COASTAL NORTH COUNTY				
Blade-Tribune (E)	106,829	5,054	112,494	6,548
Blade-Tribune (S)	82,279	——	63,587	——
Grand Total	189,107	5,054	176,081	6,548
NOTE: Blade-Tribune Evening published five days a week only				
ORANGE COUNTY, CA				
Register (AD)	321,688	114,195	339,706	111,713
Register (S)	149,787	28,144	177,138	7,023
Grand Total	471,475	142,339	516,844	118,736
PHILADELPHIA, PA				
Inquirer (M)	177,450	47,298	179,337	48,242
Inquirer (S)	183,300	88,286	184,800	98,225
News (E)	90,156	3,891	95,957	3,763
Grand Total	450,906	139,475	460,094	150,230
***PHOENIX, AZ**				
Arizona Republic (M)	232,089	18,844	241,364	12,806
Arizona Republic (S)	141,653	11,232	156,955	——
Gazette (E)	221,520	19,043	230,457	12,972
Grand Total	595,262	49,119	628,776	25,778
NOTE: Figures supplied by publisher to Media Records				
***PROVIDENCE, RI**				
Journal (M)	84,469	111,835	102,058	87,839
Journal (S)	137,343	75,781	135,958	64,462
Grand Total	221,812	187,616	238,016	152,301
NOTE: Figures supplied by publisher to Media Records.				
***ST. LOUIS, MO**				
Post Dispatch (M)	123,150	40,224	135,001	44,360
Post Dispatch (S)	176,527	680	179,380	883
Grand Total	299,677	40,904	314,381	45,243
NOTE: Figures supplied by publisher to Media Records.				
ST. PAUL, MN				
Pioneer Press Dispatch (AD)	113,954	——	105,431	——
Pioneer Press Dispatch (S)	147,737	——	148,894	——
Grand Total	261,691	——	254,325	——
NOTE: Part run figures not available.				
SAN ANTONIO, TX				
Express-News (AD)	135,119	48,831	124,770	48,008
Express-News (S)	96,434	37,680	97,835	55,518
Express-News (Sat)	31,733	——	40,541	——
Light (AD)	141,081	21,259	144,144	27,435
Light (S)	108,085	10,016	122,853	15,195
Light (Sat)	25,386	359	33,967	2,234
Grand Total	539,838	118,245	563,910	148,390
NOTE: Express-News All Day and Light All Day published five days a week only.				
SAN DIEGO, CA				
Union (M)	235,378	47,269	223,307	56,527
Union (S)	165,431	1,145	167,036	——
Tribune (E)	240,876	46,625	225,933	53,030
Grand Total	641,685	95,039	616,276	109,557
SAN FRANCISCO, CA				
Chronicle (M)	131,715	90,141	136,338	95,001
Examiner (E)	126,093	89,161	——	——
Examiner & Chronicle (S)	101,188	55,542	98,153	62,127
Grand Total	358,996	234,844	234,491	157,128
NOTE: 1986 Examiner Evening figures not available				
SAN JOSE, CA				
Mercury News (AD)	315,757	24,801	302,618	19,929
Mercury News (S)	203,231	——	201,588	——
Grand Total	518,988	24,801	504,206	19,929
***STATE COLLEGE, PA**				
Centre Times (E)	86,226	4,336	87,079	5,150
Centre Times (S)	59,837	2,373	61,046	1,318
Grand Total	146,063	6,709	148,125	6,468
NOTE: Figures supplied by publisher to Media Records				
***TOLEDO, OH**				
Blade (E)	142,692	——	136,282	——
Blade (S)	40,034	——	38,093	——
Grand Total	182,726	——	174,375	——
NOTE: Figures supplied by publisher to Media Records				
WASHINGTON, DC				
Post (M)	310,388	67,324	297,080	59,385
Post (S)	203,218	71,412	188,778	65,260
Grand Total	513,616	138,736	485,858	124,625
WASHINGTON, DC SUBURBAN GROUP				
Montgomery Journal (M)	69,690	775	70,999	248
Fairfax Journal (M)	77,408	1,603	86,086	1,656
Grand Total	147,098	2,378	157,085	1,904
NOTE: Montgomery Journal Morning and Fairfax Journal Morning published five days a week only				
WESTCHESTER ROCKLAND, NY				
Reporter Dispatch (E)	110,373	12,400	98,113	16,577
Reporter Dispatch (S)	137,552	34,983	112,778	55,994
Grand Total	247,925	47,383	210,891	72,571
WICHITA, KS				
Eagle-Beacon (M)	122,915	——	133,308	——
Eagle-Beacon (S)	100,615	——	107,208	——
Grand Total	223,530	——	240,516	——
NOTE: Part run figures not available.				

Source: Media Records

This data has been provided by Media Records for exclusive publication in Advertising Age and may not be reprinted or published in any form without explicit permission from Media Records. All newspapers represented are subscribers to Media Records. For those newspapers that subscribe to Media Records National Advertising Reporting Service, Total Advertising data shown has been supplied by the publisher to Media Records and included in this compilation. All publisher supplied figures are converted to MRCS/SAU inches by Media Records. These newspapers are indicated with an asterisk (*).

REPORTING METHODOLOGY

Media Records continues to measure in linage but due to the introduction of the SAU 6 column format Media Records has designed and developed a methodology with the approval of our subscribers, the INAME Measurements Committee, The ANPA/NAB Working Committee, The AAAA Newspaper Committee, and other industry groups.

The approved methodology is titled The Media Records Conversion System (MRCS) and is based upon the printed page area of each product of the newspaper and is a five step approach as follows:

1. Measure Printed Page..... Width and Depth in Inches.
2. Determine Square Inches of Page..... Multiply Width by Depth Inches.
3. Determine the Number of SAU Inches of Page..... Divide the Square Inches by 2.0625 (SAU Inches).
4. Measure the Total Lines of the Page..... Multiply Column Depth Agate Lines by the Number of Columns on the Page.
5. Determine the Factor for Converting Measured Lines to Reported SAU Inches..... Divide the Total Lines of Page by the Number of MRCS/SAU Inches of the Page.

SAU® is the registered trademark of the American Newspaper Publishers Association.

Olympics survey

(Continued from Page 1)

Switzerland-based parent company marketed worldwide sponsorships of the 1988 Olympics.

The polling occurred in December; 1,000 adults were asked five questions about Olympics sponsors.

When asked which ads from sponsors first came to mind, 5% of the respondents named Visa, a global sponsor that began its "Pull for the team" campaign last summer. BBDO Worldwide, New York, is Visa's agency for the Olympics.

Another 4% named Kodak and 1% named Kodak batteries. Rochester, N.Y.-based Kodak is the worldwide sponsor of the Olympics in the film, photo-finishing, battery and non-35mm camera categories. J. Walter Thompson USA, New York, handles.

The results are particularly significant for San Mateo, Calif.-based Visa, and for Kodak, because those companies paid dearly—about $15 million apiece—for their global sponsorships and because they were not the primary sponsors in their categories the last time around.

For the 1984 Summer Games in Los Angeles, Visa's rival, American Express Co., was the official credit card sponsor. Fuji Photo Film Ltd. had official film status.

Judging by the poll results, Visa's admonition that "this time the Olympics don't take American Express" is being noted.

Jan Soderstrom, Visa's VP-advertising, attributes the company's higher-than-projected volume increase in 1987's third quarter to the cachet of its Olympics sponsorship.

Visa reported its charge volume was up 17% over the third quarter of 1986, well ahead of the 11% increase it had projected.

Other than Visa and Kodak, the only Olympics sponsors named by 1% or more of the respondents were Coca-Cola Co., Atlanta, and Miller Brewing Co., Milwaukee.

Coca-Cola is the global soft-drink sponsor; Miller is the sole sponsor of the Olympic Training Center. Both companies have mentioned their sponsorships in ads.

Some confusion about who is and who is not a sponsor was evidenced by the naming of Pepsi-Cola Co. and MasterCard International, neither of which is an official sponsor, by 1% of the respondents.

Other companies named by less than 1% of respondents accounted for 20% of the answers, while 64% did not name a specific company.

Of those polled, 51% said they had read, seen or heard advertising that mentioned a company as an official Olympics sponsor or supplier, though only 36% named a specific company.

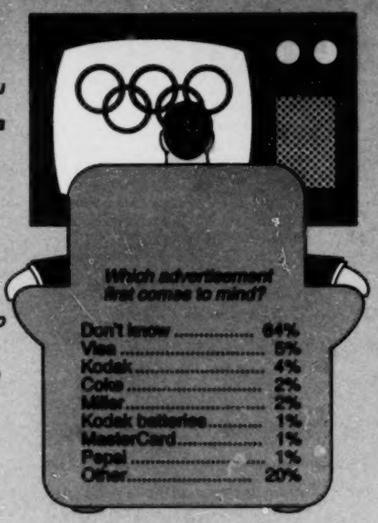
When asked whether they would be inclined to buy a specific brand or product because its maker is an Olympics sponsor, 37% said they would and 61% said they would not.

When ISL commissioned a four-country survey in August 1985, 29% of U.S. respondents said an Olympics sponsorship designation would make them more likely to buy a company's product.

In the adWatch survey, nearly half (46%) of the respondents said a company's Olympics sponsorship raises their opinion of the company, while 50% said sponsorship does not affect their opinion.

Only 32% of U.S. respondents to ISL's survey said an Olympics sponsorship would make them more favorable in their attitude toward a company.#

Olympic advertising awareness



In the past 30 days have you read, seen or heard advertising mentioning that a manufacturer is an official sponsor or supplier of products for the 1988 Olympic Games?

Yes	51%
No	48%
Don't know	2%

Do you feel that there are too many advertisements mentioning Olympic sponsorship being run at the present time?

Yes	14%
No	79%
Don't know	7%

Which advertisement first comes to mind?

Don't know	64%
Visa	8%
Kodak	4%
Coke	2%
Miller	2%
Kodak batteries	1%
MasterCard	1%
Pepsi	1%
Other	20%

In general, would you say Olympic sponsorship raises your opinion of a company, lowers it, or does not affect it one way or the other?

Raises it	46%
Lowers it	2%
Does not affect it	50%
Don't know	2%

Do you think you would be inclined to buy a specific brand or product because its manufacturer is an Olympic sponsor?

Yes	37%
No	61%
Don't know	3%

Source: Survey was taken in December 1987 by SRI Research Center, Lincoln, Neb.

Advertisers blitz airwaves during Bowl

By PATRICK McGEEHAN

While the Washington Redskins and Denver Broncos battled in Super Bowl XXII, big-budget TV advertisers were involved in a different fight.

At costs as high as $675,000 for 30 seconds of airtime during the big game on ABC-TV Jan. 31, advertisers showed off new campaigns or their newest commercials in ongoing campaigns.

ABC collected $45 million to $50 million in ad revenues by selling out its inventory in the pre and postgame shows and the game itself.

At press time, a dogfight was shaping up between Anheuser-Busch and Stroh Brewery Co. Stroh, Detroit, was planning to unveil a spot featuring its spokesdog, Alex, doing impressions of famous dogs, including A-B's own Spuds MacKenzie. Lowe Marschalk, New York, handles.

St. Louis-based A-B planned to run a new Bud Light spot with Spuds flying off a ski jump, via DDB Needham Worldwide, Chicago.

Other companies that were slated to break new commercials during the game broadcast included Coca-Cola Co., John Hancock Mutual Life Insurance Co., IBM Corp., McDonald's Corp., New York Life Insurance Co. and Pepsi-Cola USA.

New York Life's futuristic :60 was considered one of the most ambitious debuts. The spot, called "Frozen Skier," uses the new theme line "The future is coming. Get the most out of life with New York Life."

"Frozen Skier" and "Astronaut," another new spot, cost a total of $1.5 million to produce. Saatchi & Saatchi DFS Compton, New York, is New York Life's agency.

Pepsi-Cola USA, Somers, N.Y., planned to air new spots for its Diet Pepsi brand featuring actor Michael Fox and actress Jami Gertz. The company also was expected to launch a campaign for its Slice juice-added soft drinks. BBDO Worldwide, New York, handles both brands.

Coca-Cola, Atlanta, was expected to counter with a new spot for Diet Coke starring spokesman Pierce Brosnan fighting off bad guys on a speeding train. Lintas:New York handles Diet Coke.

John Hancock, Boston, changed plans last week and decided to run a new spot in the second generation of its "Real life, real answers" campaign during the game, along with an existing spot. The company has two 30-second slots during the telecast and originally did not plan to use a new commercial. Hill, Holliday, Connors, Cosmopulos handles.

After weeks of deliberation, McDonald's Corp. marketing executives decided Jan. 29 to use two of its four Super Bowl slots to announce the national rollout of the Cheddar Melt sandwich.

Also, a new 60-second image commercial, entitled "County Champ," ended with the line "McDonald's. Proud partner of the Olympic dream." That was the first national advertising tie to this month's Winter Olympics, of which McDonald's is a commercial sponsor.

Oak Brook, Ill.-based McDonald's used its fourth slot to promote its salads. Burrell and Leo Burnett USA, Chicago, created the spots.#

Brady's analysis

(Continued from Page 3)

drinks were ordered. Trouble was, with all the din, I couldn't hear. There they were up there, Bush with his mouth hanging open, Rather with his tic smile, that has all the warmth of a dentist's chair, and I couldn't hear a damned thing.

No matter. They were probably discussing entitlement programs and wheat subsidies. It wasn't until late that evening I realized what I'd missed.

The next morning, that's all anybody was talking about. No one cared if Mario Cuomo remained in Albany for life or about Gary Hart's latest mess with the Lorimar guy or would Fergie have twins.

Rather had flipped out. Bush's people said CBS played dirty. Bob Dole looked mournful. CBS said Bush's people knew very well what he was getting into. Maybe Rather would be canned. Would Cronkite come back? The Democrats were forgotten. Bush played hard ball with the tennis line. For the first time ever there was someone excited about Bush who wasn't his wife.

Here's what I think, after seeing the reruns:

Bush stonewalled on the Iran-contra-hostage questions. The president long ago told Shultz and the rest of them to tell the truth. Bush continued to do the minuet. Rather, as a reporter should, continued to press. What Rather should have done, and second-guessing comes easy to guys who weren't there, was, after a series of refusals to answer, say to Bush:

"OK, Mr. Vice President, it's painfully clear you don't choose to answer about your role in these events. Now, will you answer this . . . and this . . . and this?"

Instead of being deft and shifting his feet a bit, Dan kept hammering home the one point. That was when he became ineffective. And that was when he created the opening for what may well have been the only truly spontaneous line on Bush's entire resume, the wickedly effective sally about the night the CBS screens went dark.

If Bush had kneed Rather in the groin, it couldn't have been more painful.

After that, it disintegrated into ill-tempered cross-talk and, with time running out, Rather just cut off the vice president.

There is out there in the land an enormous popular hostility toward the press, often stupid and unthinking, but it is undeniable. There are Americans who think the country would be better off if the government could send reporters to jail.

The media haters lapped up what happened on CBS last Monday night. They don't like Rather and Jennings and Koppel and Brokaw because they make a lot of money and they don't toady and genuflect.

"Who elected you bastards?"

I've heard that and so has every journalist who ever sweated a politician. So the switchboards lit up and the affiliates got nervous and Reed Irvine pontificated and Bush's people rubbed their hands and told one another, "We kicked a little ass!" and at his next stop someone in the crowd shouted at Bush, "Get Sam Donaldson next!"

It is easier running against the media then against Dole or Kemp or the Democrats.

What really happened was that the vice president, who may be our next president, refused to answer a reporter's legitimate question and the reporter allowed himself to get cranky. That it happened, *could* happen, on live television, says something about the system we have, the kind of country we are. I don't think it was a low point. I think it finally got this campaign started.

I think that's what both American politics and live broadcasting are all about: flawed and vibrant and rough and tumble and irresistible. It got us arguing; it got our attention; it erased boredom; it ignited passion. I wouldn't trade those eight imperfect minutes for a year's worth of seamless, slick, flag-waving political taped speeches and commercials.

Was Rather disrespectful to the Office? History tells us what Cactus Jack Garner, a two-term vice president under Roosevelt, once said about the job:

"It's not worth a bucket of warm spit."#

Air fares

(Continued from Page 1)

over until the fat lady sings."

Continental, intending to comply with the guidelines, will shift some broadcast dollars into radio and print in response to NBC's willingness to uphold the NAAG standards, Mr. O'Donnell said. Two price spots will be revised to comply with the ad standards. N W Ayer, Houston and New York, handles.

It was unclear at press time how other carriers would modify their media plans in light of NBC's agreement with the NAAG over what constitutes deceptive fare advertising.

At ABC, Harvey Dzodin, VP-commercial clearance, said the NAAG guidelines are "under very serious review." CBS also is reviewing the guidelines and will take a position within two weeks, said Matthew Margo, VP-program practices.

The nine states initiating discussions with the networks include attorneys general from California, Colorado, Kansas, Massachusetts, Minnesota, Missouri, New York, Texas and Wisconsin.

Andrea Levine, an assistant New York attorney general, indicated the states took the approach of going to the broadcasters because "networks have an opportunity to see the commercials before the industry puts tremendous resources into production, and they can make format changes before the ad airs."

Disagreement over the guidelines has focused on the definition of misleading fare advertising.

The NAAG believes that in TV spots, fare restrictions should be made orally rather than visually. Airlines have contended that numerous oral disclosures would inhibit creativity.#

In pinch, IBM admits to stiff competition

By CLEVELAND HORTON

IBM Corp. is publicly acknowledging something it has never before mentioned: competition.

The Armonk, N.Y.-based company has always thought the market leader in an industry never should acknowledge the presence of other players. But with the corporate reorganization announced last week, along with the introduction of a new "Big Picture" ad campaign, IBM is straying from its heritage.

The inclusion of the word "competition" in its 16-page ad insert in *The Wall Street Journal* last week is thought to be a first. Lord, Geller, Federico, Einstein, New York, created the campaign, which promotes the company instead of its products.

Most observers say that, with the changes, Big Blue is attempting to speed its product development cycle rather than overhaul its marketing operations.

The company created six independent business groups, increasing the duties of Edward E. Lucente, exec-VP U.S. marketing and services group, who now is responsible for all IBM products in the U.S. He previously oversaw the information systems group.

That move is a tacit indication that upper management is satisfied and should quell any thought by outsiders of immediate ad agency reassignments.

While IBM may think it shored up its position in the personal-computer market with the Personal System/2 line, it faces tough competition in the minicomputer market from Digital Equipment Corp.

In the mainframe segment, the only market Big Blue continues to dominate, U.S. marketers such as Cray Research and a host of Japanese companies threaten to dislocate IBM.

The company may be trying to address a change in the marketplace whereby computer buyers are becoming increasingly technology-literate.

While Big Blue used to advertise the message of unmatched customer support and service, making IBM a "safe" buy, its personal and mid-range computer customers now want to know more about the future of the technology.

"They're responding to the threat from DEC," said Steve Hayden, exec VP-chief creative officer, BBDO Worldwide, Los Angeles, Apple Computer's agency.

DEC succeeded in gouging IBM's market share in the minicomputer market primarily by offering a full line of compatible computers. IBM still suffers from the inability of its various machines to talk to one another.

DEC's recent marketing affiliation with Apple makes it an even greater threat to Big Blue.

"Corporations of all sizes are looking for better ways to link mainframes, minis and personal computers all into one environment," said Bruce Mowery, Apple director of marketing communications. "Now the largest computer company in the world is segmenting its businesses. I don't know how they'll integrate with each other."#

Gary Levin in New York and Jennifer Lawrence in Dallas contributed to this story.

STOCK REPORT

AGENCY PERFORMANCE

	Close	% change
Foote, Cone & Belding	46⅞	6.5
Grey Advertising	103	0.0
Interpublic Group	29¼	−2.9
Lorimar Telepictures	10	0.0
Mickelberry Corp.	4¾	−2.6
Ogilvy Group	25½	−1.9
Omnicom Group	18¾	−1.9
Saatchi & Saatchi Co.	22⅞	−1.0
WPP Group	15⅞	−3.7

ADVERTISERS PERFORMANCE

Winners	Close	% change
1. J.C. Penney	43	13.1
2. Sterling Drug	88⅛	12.4
3. AMR Corp.	36¾	11.3
4. American Cyanamid	48	10.3
5. Delta Air Lines	43⅛	10.2
Losers		
1. Eastman Kodak Co.	43½	−11.4
2. MCA	38⅛	−4.6
3. Johnson & Johnson	78⅜	−1.8
4. Xerox Corp.	54⅛	−1.3
5. American Brands	46⅞	−1.0

MEDIA PERFORMANCE

Winners	Close	% change
1. Knight Ridder	41⅛	10.7
2. Gannett Co.	37	8.8
3. TeleCommunications	24½	7.6
4. LIN Broadcasting	47⅛	7.3
5. Media General	42	7.0
Losers		
1. Park Communications	24¾	−3.8
2. Viacom	20¼	−3.5
3. United Cable TV Corp.	26⅞	−2.2
4. Turner Broadcasting	11¾	−2.0
5. Playboy Enterprises	12¾	−1.0

Source: Lomas Publications. For week ending 1/29/88. Based on AA's top 100 advertisers and media companies.

Aspirin ads

(Continued from Page 1)

analgesic market. A company spokesman said "the study will greatly expand the already existing market for aspirin usage as a heart attack preventative, but [we] do not see how it will reduce our market share."

With the growth of acetaminophen and ibuprofen-based products (such as American Home Products Corp.'s Advil), aspirin's share of the market has fallen to about 45%. Sterling's Bayer holds a 6% share, while B-M's Excedrin has 5.5% and its Bufferin 5%.

One pharmaceutical industry source disputed J&J's claim that it and other acetaminophen and ibuprofen products will not lose market share to aspirin. But he cautioned that that does not mean the sales of those brands will decline.

"This is like a new-product launch," the executive said. "As a percentage of the category, ibuprofen and acetaminophen will have a lower share."

For a headache, consumers will not necessarily make the new connection and "they'll probably continue taking Tylenol," he said. "But the next day, they'll take aspirin to keep their hearts healthy."

Bayer, which accounts for a nearly 66% share of the aspirin category, has registered "double-digit increases" since 1986, said Sterling's Mr. Kinelski. That was when the brand's advertising began using the claim that "studies with people who have had a heart attack or unstable angina show aspirin reduces heart attacks as much as 50%."

Aspirin marketers received approval from the FDA in October 1985 to use that type of claim. Sterling used its claim in print ads until last spring, when it extended the claim with a $16 million network TV effort (AA, June 1).

Ads touting the aspirin's other benefits and its "doctors recommend most" claim will continue, but Mr. Kinelski said "a significant" portion of Bayer's overall budget would be devoted to the heart attack prevention effort.#

This story was written by Scott Hume in Chicago from reports by Judann Dagnoli and Verne Gay in New York and Laurie Freeman in Washington.

Aspirin spots a lucky draw

NEW YORK—The flood of aspirin advertising last week was more a case of good luck than last-minute buying by marketers.

Although some marketers did buy some unsold scatter market spots, most of the units were purchased upfront last summer.

Many of the slots were bought during early-evening news programming and ABC-TV's "Nightline," which, as one source put it, "is prime time to the analgesics."

CBS had news time left over to sell because of anticipated ratings shortfalls when the conversion to people meters took place. It held back some time as make-goods for advertisers. But ratings for "The CBS Evening News With Dan Rather" were better than expected during the past five months and the make-good units were put back on the open market. A CBS unit goes for about $75,000, and the network confirmed that some analgesic marketers had bought in.#

Simplesse

(Continued from Page 2)

whether to go ahead with hearings.

Before the FDA interference, the company hoped to have products on the market in 12 to 18 months.

The fat substitute has the potential to be used in a variety of categories, including ice cream, margarine, salad dressings, spreads and yogurt.

Sources suggest NutraSweet sidestepped the FDA and used the media to get the public, food marketers and stockholders excited about the new ingredient. NutraSweet decided it was worth the risk of not notifying the FDA for two reasons, sources said.

First, NutraSweet, a division of Monsanto Co., maintained it did not think the product needed FDA approval because it is made from all-natural milk and egg white proteins.

Second, sources say, NutraSweet wants to market Simplesse quickly because the patent on its aspartame sweetener expires in 1992.

With so much riding on the new product, secrecy and security were intense. Until this month, the only people authorized to know the details about Simplesse were members of the "Beta Group." That team, headed by NutraSweet Co. VP-New Ventures Dave Morley, included executives from FCB/Leber Katz Partners, New York, Simplesse's agency.

"Simplesse was the best-kept secret I've ever seen," said Laurel Cutler, vice chairman and director of marketing planning for FCB/Leber Katz.

The toughest competition for Simplesse may be Procter & Gamble Co., which has applied for FDA approval of its olestra, a no-calorie, no-cholesterol fat substitute (AA, May 11). Unlike Simplesse, olestra is not made from natural ingredients and can be used for baking and frying. Analysts predict olestra may not get FDA approval for another two years.

Simplesse may be a much stiffer competitor to olestra than many industry observers originally thought.

"It appears to be useful in a wider range of products than believed possible," said Jay Freedman, household-products analyst at Kidder, Peabody & Co., New York.#

Steven W. Colford and Laurie Freeman in Washington and Gary Levin in New York contributed to this story.

JWT services

(Continued from Page 2)

ble negotiations with JWT.

The business review unit, supplementing existing creative review and planning boards, consists of Mr. Bowen; JWT USA Chairman Jim Patterson; Vice Chairman Donald Sullivan, the most recent Chicago general manager to move to New York; and, for each meeting, senior management on one of the agency's 20 largest accounts.

JWT Co. Chairman Burt Manning sometimes will join the group, which will meet 40 times a year—every six months with each of its major clients—to discuss all facets of their business.

The agency also has regrouped disciplines variously known as account planning, research and strategic planning into a new entity tentatively called the Consumer Behavior Group. The group seeks to "dissect" purchasing patterns from the buyer's standpoint to improve development of advertising strategy.

"For many years research departments have not been kept up to date," said Mr. Kim, 28, who will serve as executive director of the group along with other duties overseeing JWT's direct-marketing operations. "The role of advertising research has changed from qualitative research [with] focus groups and copy-testing research for new ad campaigns. Now research has become the tool by which consumer insights are developed. . ."

The unit is not a separate profit center; it will be used for existing clients as a way to further JWT's contribution to their business.

"We're not in the research business, but research is an integral part of what we do," Mr. Kim said. He added that many large companies now perform more traditional market research functions internally.#

Kemper loss is unexpected

CHICAGO—Ostensibly, the $5 million Kemper Group property and casualty insurance account that J. Walter Thompson USA's Chicago office lost last week was not even under review.

Kemper had asked the Chicago offices of Bayer Bess Vanderwarker & Flynn; BBDO, which handles its financial-services unit's $5 million account; and JWT to pitch a proposed new corporate-image account. Bayer Bess' presentation for the corporate assignment worked in JWT's "Cavalry" theme in a way that greatly impressed Kemper management, sources said.

After a short deliberation, Kemper decided to move the insurance account to Bayer Bess from JWT, while it continued to ponder the corporate assignment. Later in the week corporate went to BBDO.

The first corporate advertising, discussing both its insurance and financial-services capabilities, is scheduled to break in June during CBS-TV's coverage of the Kemper Open golf tournament.#

—*Kate Fitzgerald*

NOTE

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Advertising Age

Crain's International Newspaper of Marketing. In Two Sections. Section 1.

Last Minute News

Murdoch nears 'Post' sale

NEW YORK—Rupert Murdoch is expected to sell the *New York Post* to real estate developer Peter S. Kalikow, sources say. Mr. Murdoch still is negotiating with at least three others. Sources close to the deal said the daily tabloid and its real estate in lower Manhattan would bring about $40 million. Mr. Murdoch is requiring all potential buyers to commit to keeping the newspaper in business.

Lorillard lights True effort

NEW YORK—Lorillard Inc. on Feb. 28 breaks the first effort for its True cigarettes since last summer, when incumbent Saatchi & Saatchi DFS Compton retained the brand in a $25 million review. The theme is "A taste worth switching to," and ads show smokers making statements about why. Philip Morris USA this month launches a comparative campaign for Merit via Leo Burnett USA, Chicago.

Merrill Lynch instills trust

NEW YORK—Merrill Lynch on Feb. 13 breaks its first major advertising since pulling the "Know no boundaries" campaign after the Oct. 19 stock market plunge. The new

(Continued on Page 8)

Big Mac opens in Sears stores

By DAVID SNYDER and PETER D. WALDSTEIN
Crain's Chicago Business

Sears, Roebuck & Co. and McDonald's Corp. are negotiating a deal to locate McDonald's restaurants in Sears stores.

Sources within McDonald's say a final pact between the two companies is near completion.

The number of restaurants that will be opened and the specific Sears outlets have not yet been determined. McDonald's wants to appraise customer traffic flow on a store-by-store basis, a source said.

"They're going to do a deal," said a source with close ties to McDonald's. "It's just about a done deal."

The specifics of the agreement—such as whether McDonald's simply would lease space or give Sears a percentage of sales—could not be determined, nor could the target date for the program's rollout.

Last November, McDonald's opened a prototype outlet under a lease arrangement with a Sears store in Pittsburgh's Ross Park Mall.

The restaurant does not have a separate entrance—a sharp break from McDonald's tradition and key for Chicago-based Sears, since the fast-food outlet serves as a magnet for store traffic.

Oak Brook, Ill.-based McDonald's declined to comment specifically on its plans. But a spokesman said: "We go where our customers are—where they work, shop, live or where they go for entertainment."

"We only have one at this time," said a Sears spokesman, "and we're looking at a few other locations."

The venture would mark a powerful linkup between the world's largest retailer and fast-food chain. It would be the latest development in the burgeoning marketing alliance

(Continued on Page 70)

Cosby goes to bat for Jackson

By STEVEN W. COLFORD

Bill Cosby, star of TV's top-rated show and endorser extraordinaire, is talking up another "client"—presidential candidate Jesse Jackson.

In 10 and 30-second TV spots that broke last week in Iowa, the man whose "Cosby Show" helped boost NBC to the top urges viewers "to vote for somebody you really want to vote for—vote for Jesse Jackson."

The spots were scheduled to air on broadcast stations through the weekend and perhaps as late as today, when Iowa caucus voters meet to select delegates in the first serious strength test for presidential hopefuls.

Mr. Cosby also is an advertising spokesman for Coca-Cola Co., Eastman Kodak Co. and General Foods Corp.

Bill Cosby last week added Democratic presidential contender Jesse Jackson to his list of endorsements.

A GF spokesman said the company had "no problems with" Mr. Cosby's political activism, adding that a product endorser's political activity would have "no effect" on his relationship with GF.

"Celebrities have freedom of speech just like the rest of us," he said.

Kodak expressed no concern with Mr. Cosby's political activity. A spokeswoman said the NBC star's "political views are his own . . . and it is our policy not to comment on political views, even if high-profile."

She said Kodak was "very pleased with Bill Cosby, who's been an excellent spokesperson for the company" and that his Jackson endorsement would have "no bearing" on his role as a Kodak endorser.

Jackson campaign officials declined to say if the Cosby "talking head" commercials will be recycled for future use, particularly in New Hampshire, site of 1988's first primary election Feb. 16.

But a vote-for-Jesse spot starring the popular Mr. Cosby would seem to be worth its weight in

(Continued on Page 72)

Roman takes helm at Ogilvy

Phillips finds 1988 a 'good time' to step aside

By GARY LEVIN

NEW YORK—Kenneth Roman will become chairman-ceo of Ogilvy Group, succeeding William Phillips.

The promotion of Mr. Roman, 57, who retains those same titles at Ogilvy & Mather Worldwide—Ogilvy Group's principal unit—reflects Mr. Phillips' desire to remove himself from operating responsibility and comes at a stable period in the agency group's history.

The change becomes effective at a May 17 board meeting.

Mr. Phillips, 58, for now remains chairman of the company's executive committee, and will continue to oversee its Scali, McCabe, Sloves and Research International units.

K. Roman

W. Phillips

He intends to devote more time to personal activities and internal projects, and said he will stay involved with five or six major clients as well as new-business efforts.

"I think it's a good time to [step down] because I'll have a period of time that I can help Ken convert to his new responsibilities before I disappear entirely," Mr. Phillips said, adding that full retirement will come in "not less than a year and not more than three years."

Mr. Roman said he plans no additional executive changes in the wake of his promotion.

He said last year's hiring of Alexander Brody as president of the agency's international division relieved him of some overseas responsibilities to "make that part of the job much easier. I don't think we could have done [this] were he not involved."

Another senior Ogilvy executive said the hiring of Mr. Brody was made in anticipation of Mr. Roman's succeeding Mr. Phillips.

This executive, who asked not to be identified, said he believes Mr. Phillips "definitely" would have retired last year were it not

(Continued on Page 70)

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Pepsi revamps diet, caffeine-free colas

By PATRICIA WINTERS

Pepsi-Cola USA is changing Diet Pepsi's formula as well as the name and packaging of its caffeine-free Pepsi Free line.

The moves come as rival Coca-Cola USA continues gaining market share with regular and caffeine-free Diet Coke.

The new Diet Pepsi formula and the caffeine-free line roll out in March, just before the key spring/-summer selling period. The same month, Pepsi breaks its long-publicized Michael Jackson spots for its flagship Pepsi brand.

BBDO Worldwide, New York, handles Pepsi.

Michael Lorelli, Pepsi USA senior VP-marketing, said the company is changing the Diet Pepsi formula because "a product improvement was made available . . . a refinement to the taste."

Somers, N.Y.-based Pepsi plans to announce the change in March, but has no plans to advertise the improved formula separately.

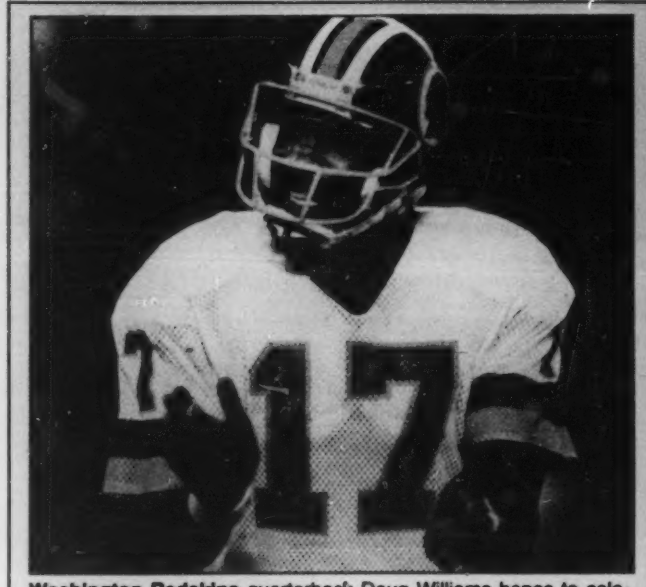
"Diet is a big growth market, and even though Diet Pepsi is doing very well, even with that growth, they want to compete better with Diet Coke," said Jesse Meyers, publisher of *Beverage Digest*, a Greenwich, Conn., industry newsletter.

The formula change is the brand's third change in the 1980s. Pepsi first switched to 100% NutraSweet and last year changed the packaging, making the can slicker and using a new symbol.

While Diet Pepsi is on the rise—its share increased to 4.8% of the $40 billion soft-drink industry in 1987 from 4.3% a year earlier—Diet Coke grew even faster to 7.7% from 7.1%, *Beverage Digest* reported.

Separately, Pepsi is dropping Pepsi Free and adding the designa-

(Continued on Page 70)



Washington Redskins quarterback Doug Williams hopes to celebrate his success off the field.

Underdog
Agents handicap Williams' future

By PATRICK McGEEHAN

Washington Redskins quarterback Doug Williams is facing fourth down and long yardage in his bid to gain off-the-field endorsements.

Sports agents and marketing experts say the most valuable player of Washington's 42-10 Super Bowl romp over the Denver Broncos Jan.

Creative directors snub Super Bowl spots, Page 72

31 is dogged by claims and counterclaims over who is his agent.

Bob Piper, who runs a small marketing company in Washington called Resource Link, spent the last two weeks of January drumming up interest in Mr. Williams. But Eddie Sapir, a criminal court judge in New Orleans and agent for New York Yankees manager Billy Martin, claims to have an exclusive contract with Mr. Williams.

Mr. Sapir said he plans to meet with Mr. Williams this week to discuss numerous offers he has received.

The only deals Mr. Williams has signed are to appear in a TV spot for Walt Disney Co. and to wear Champion shoes during the Super Bowl. The shoes are made by Phoenix Integrated, Port Chester, N.Y.

Advertisers may be hesitant to sign anything but short-term deals with Mr. Williams, said David Fishof, a New York agent who represents New York Giants quarterback Phil Simms.

Mr. Fishof said a big handicap for Mr. Williams is his rivalry with Jay Schroeder for the Redskins' top quarterback slot. But, "I think there's a book there, a real Horatio Alger story."#

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O&M to define Microsoft image

By CLEVELAND HORTON

Microsoft Corp. will try to unify the tone of its advertising to create a badly needed brand image with the help of new agency Ogilvy & Mather, Los Angeles.

The leading personal computer software publisher selected O&M last week to handle what is expected to be a $14 million account.

Keye/Donna/Pearlstein, Los Angeles, which handled the account for four years, informed Microsoft in September that it would resign at the end of last year, citing creative frustrations (AA, Sept. 28).

The same frustrations may hamper O&M in developing a single ad voice for the company. Sources say K/D/P often faced problems of pitching corporate themes to individual product managers who differed on creative approaches.

Microsoft still has not streamlined or consolidated the ad-approval hierarchy, but hopes to develop a more consistent "look and feel" for its ads, according to Rob Lebow, director of corporate communications.

"It was clear that what Microsoft needed at this point was a more formal process to get to the final ad," Mr. Lebow said, noting that the company sells diverse products to various markets.

"The agency has to be able to pull all that diversity into a branded strategy," he said.

Redmond, Wash.-based Microsoft markets PC software, hardware peripherals, books and training services. For its software alone, the company has three separate groups, each with its own product managers who report to the corporate commu-

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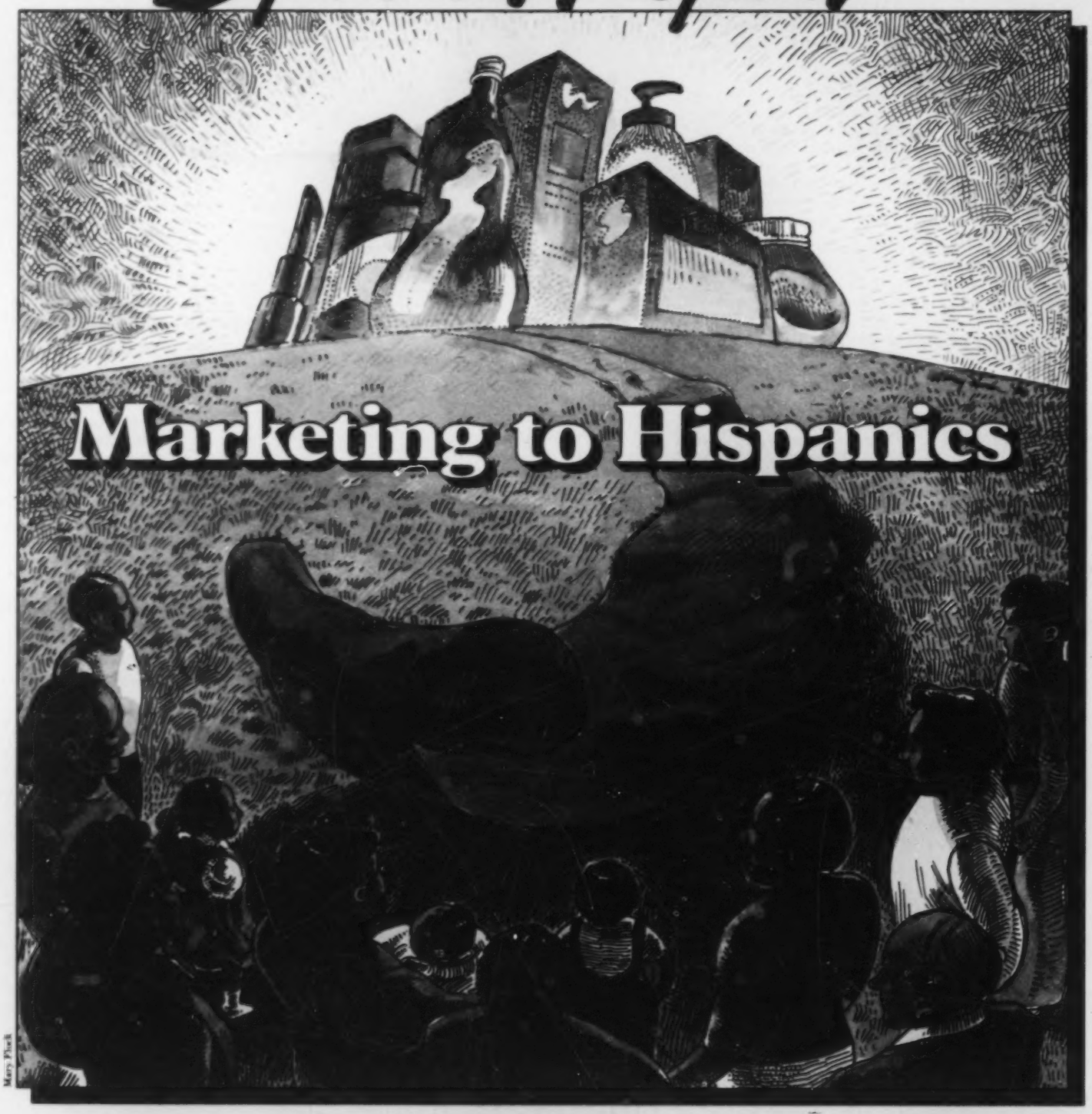
Special Report



Is red carpet treatment plush enough?

By Ed Fitch

Percentages can be misleading.

A quick look at one set indicates that corporations are increasing budgets, rolling out the red carpet to the U.S. hispanic market. According to *Hispanic Business*, Santa Barbara, Calif., companies spent $490.7 million targeting U.S. hispanics in 1987, a 23.3% increase from 1986.

But further examination shows that if corporate America is laying down a red carpet, it is amazingly thin.

Corporations spent $4.2 million *less* targeting U.S. hispanics in 1987 than Pillsbury Co.'s total ad budget in 1986, a year in which it was ranked as the No. 16 advertiser.

Philip Morris Cos.' 1986 ad budget was almost $1.4 billion. Philip Morris also happened to be the No. 1 hispanic market advertiser in 1987. Its '87 hispanic budget was $13.3 million—less than 1% of its 1986 ad spending.

Hispanic market proponents rather wistfully argue that companies should spend 7.5% of their budgets on the segment to reflect hispanics' percentage of the U.S. population. Some companies—notably Adolph Coors Co., the No. 3 hispanic advertiser—divert about 7.5% for hispanic marketing. But they are an exception.

Because the numbers show it is unrealistic to expect most companies to equate ad expenditures with hispanic population, those having a vested interest work to convince non-advertisers to enter the market.

"We can't go to the well all the time," says John Pero, New York-based VP, director of national sales, Univision, the leading Spanish-language TV network. "Although the perennial advertisers are spending more, a lot of companies are sitting back and not doing anything."

Spanish-language media and hispanic agencies encounter a familiar litany of reasons

(Continued on Page S-15)

A big bang in a small universe

Hispanic market ad expenditures

	($000,000)	% chg.
1987	$490.7	23.3
1986	398.0	19.3
1985	333.5	17.2
1984	284.5	26.8
1983	224.4	35.2

Source: *Hispanic Business*

Cosmetic companies need to brush up

By Faye Brookman

Flipping through the pages of *Cosmopolitan en Espanol*, one sees ads for products ranging from Benson & Hedges to Beefeater Gin flash by.

Yet the nation's 9.6 million hispanic women are hard pressed to find cosmetics pitched in Spanish, despite the fact that they spend $1.4 billion a year on cosmetics and fragrances. Few beauty products are touted on Spanish-language television or radio either.

"I've heard several excuses for not advertising cosmetics to hispanics," says John Pero, VP, director-national sales for Univision, New York. "They feel their advertising reaches the consumer already; they think hispanic women want only darker shades or a product made just for them, and they feel hispanic income levels are too low to spend on cosmetics."

Many of the industry giants say conventional cosmetics advertising suffices. A Revlon Inc. spokesman says the company's general-market campaign "encompasses women all over the world." The theory that standard advertising appeals to hispanics was echoed by sources at Cosmair Inc.'s L'Oreal, Noxell Corp. and Max Factor & Co.

Even some companies that realize the importance of the market are passing on beauty advertising. Shulton Inc., a Wayne, N.J.-based division of American Cyanamid, increased hispanic ad budgets, but for its household products and not its personal care lines.

"We feel that is where it works," says Kenneth Freeman, VP-marketing. "Our toiletries, such as Old Spice, transcend language barriers."

Consumption indexes don't support the industry's passive stance. Hispanic women use more blush, eye shadow, eye liner and nail polish than their Anglo counterparts, according to Miami-based Strategy Research Corp.

Because hispanics are shown to spend more of their disposable income than the average consumer on products they feel are quality items, much of the category leaders' resistance is even more puzzling. Hispanics seek national brand names and buy products based on their perceived quality, says Mario Castaneda, director-general merchandise, Vons Grocery Co.'s Tianguis, an outlet designed solely for hispanic consumers in Montebello, Calif.

This explains why Que Guapa, a cosmetics brand marketed specifically to hispanics, flopped in 1985. Although chains like Deerfield, Ill.-based Walgreen Co. and Dallas-based Page Drug tested it, shoppers overlooked it in favor of brands such as Revlon, Maybelline and Max Factor because it lacked a national presence.

SRC studies show hispanics mention Avon as the preferred brand of lipstick, blush, eye shadow and lip gloss. For base makeup, Cover Girl pulls top honors; Maybelline is favored for mascara and eye liner.

These preferences are not likely to change. Hispanics are more brand loyal than Anglos by a rate of 38% to 23%, according to Univision research.

Hispanics' preference for traditional brands also disputes the notion that hispanics only want darker shades. "Hispanic women come from so many countries that there are many skin tones," says Claudia Copquin, general executive-public relations at Univision.

Although most companies are overlooking ethnic markets —less than 10% of all cosmetics ad dollars are directed at ethnic consumers, primarily blacks—a handful of cosmetics companies are starting to target hispanics.

New York-based Avon Products is the first major cosmetics company to hire a hispanic market agency and run a Spanish-language network TV spot. The 30-second commercial, first placed last October and handled by UniWorld Group, New

(Continued on Page S-6)

Faye Brookman is a New York-based writer specializing in the cosmetics industry.

Avon's ads have helped build a brand loyal foundation among hispanics.

No need to blush at Avon

Hispanic market share leaders

Blush	Avon (19.2%)
Lipstick	Avon (26.2%)
Eye shadow	Avon (24.0%)
Nail polish	Avon (29.5%)
Lip gloss	Avon (25.5%)
Mascara	Maybelline (33.1%)
Eye liner	Maybelline (25.3%)
Base make-up	Cover Girl (20.3%)

Source: Strategy Research Corp.

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Efforts by big retailers gaining notice

By Lori Kesler

Following the lead of Sears, Roebuck & Co. and J.C. Penney Co., retailers are taking hispanic marketing plans off the shelves and realizing that it takes money to make money in the segment.

According to Santa Barbara, Calif.-based *Hispanic Business*, Sears spent $3 million on hispanic advertising in 1987—unchanged from 1985 and 1986—and Penney spent about $2 million, up from $1.2 million the previous year. These budgets make Sears and Penney's the hispanic market's Nos. 8 and 18 largest advertisers, respectively, and the only department store chains to make *Hispanic Business*' list of the top 40.

J.C.Penney's hispanic spots diverge from general-market counterparts and always focus on the family.

But K mart Corp., Troy, Mich., appears to be coming up fast. The company is expected to boost its hispanic ad budget by 20% this year, which should push it past the $1 million mark, says Jesus Chavarria, *Hispanic Business*' publisher.

Spending by the retailing segment trails several other categories, which surprises Patricia Asip, Penney's manager-special market segments. She concedes that developing a retail strategy for hispanics can be complicated, "but it also offers big rewards," she says. "People do notice which stores are making the effort."

Retail activity seems to be heating up on several fronts. *Hispanic Business* reports that two national shoe chains, New York-based Kinney Shoe Corp. and Topeka, Kan.-based Payless Shoesource, each spent $1.5 million against the hispanic segment last year; only 24 companies spent more advertising to hispanics.

Insiders say regional chains —notably Burdines, a Miami-based division of Federated Department Stores, and Dayton-Hudson Corp.'s Hayward, Calif.-based Mervyn's—have staked out positions among the nation's top hispanic advertisers.

Mr. Chavarria says local retailers represent a significant part of hispanic media spending. "Remember that local advertisers initially launched this market," he says, adding that hispanic radio and newspapers still get about 70% of their ad revenue from local retailers while TV splits about evenly between local and national advertising.

Hispanic marketing's two retail giants have attacked the segment quite aggressively in recent years, but they've moved in different directions. While both Sears and Penney's currently channel most of their ad dollars into promoting sales events, Sears is depending more heavily on hispanic radio and Penney's leans toward TV.

Penney's makes about 20 hispanic TV commercials annually, all created in-house and produced with hispanic models and directors. Penney's uses some Spanish-language radio—a medium that's slated for heavy. "Remember that local advertisers initially launched this market," he says, adding that hispanic radio and newspapers still get about 70% of their ad revenue from local retailers while TV splits about evenly between local and national advertising.

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Lori Kesler, ADVERTISING AGE St. Louis correspondent, is a frequent contributor to Special Report.

Cosmetics

(Continued from Page S-2)

York, shows a hispanic woman in both home and work settings.

Parfums de Coeur, Stamford, Conn., has earmarked 10% of its budget for hispanic spots, says President Mark Laracy. "Hispanics are very heavy fragrance users so it was natural," he says.

The company recently produced a 30-second spot comparing its Primo! to premium Giorgio in both English and Spanish and placed it on several Univision shows. The spot's 16-week flight was grounded when a California U.S. District Court decided in favor of Giorgio Inc. that the spot was deceptive.

Despite the setback, Mr. Laracy says his company will continue its marketing efforts to hispanics. DeWitt Media, New York, produced the commercial.

Clarins and Cosmair Inc.'s Lancome and Biotherm place Spanish-language ads in hispanic publications.

Additionally, Orange, Conn.-based Colonia Inc. just signed Argentinian tennis star Gabriella Sabatini to appear primarily in print ads as a spokeswoman for its fragrances.

Spanish-language advertising is an essential ingredient, says Margaret Sharkey Kelly, VP-marketing and advertising for Biotherm, New York. "Spanish-speaking customers appreciate Spanish advertising and it is important to reach them in their own language," she says.

A recent study by New York-based Telemundo Group reported that 80% of respondents said advertisers that promote in Spanish "want my business." Moreover, 64% said they were more likely to buy products advertised on Spanish-language TV than those advertised only on English TV.

Unless cosmetics advertisers are on Spanish-language broadcast media, their efforts may not be effective because hispanics turn to TV for information and entertainment more than Anglos, says Mr. Pero.

Univision research reports that hispanics watch 32% more TV than non-Hispanics. Hispanics average 41 TV viewing hours per week of which two-thirds is spent watching Spanish-language TV.

Philip Crosland, Avon's group VP-marketing, says hispanics' media habits helped push Avon to produce its first Spanish-language TV commercial.

Although the spot's tagline, "*Mire que bien luce ahora*," is a translation of the general-market "Look how good you look now," the creative approach was altered slightly.

"We believe the ad speaks directly to the values of the hispanic community—the strong work ethic that exists throughout," he says. Producing an ad

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